



*To us, it's personal.*

## FRANCHISE PROSPECTUS

SPECIALISTS IN PROVIDING OLDER PEOPLE WITH  
NON-MEDICAL CARE IN THEIR OWN HOMES

- The world's leading home care franchise
- Pioneers of relationship-led care
- Ideally placed to assist our ageing population



A rewarding business opportunity allowing you  
to make a real difference to people's lives



# MARKET OPPORTUNITY

## HOME CARE: A GROWING MARKET

Our society is going through a period of rapid demographic change. The Office for National Statistics has predicted that the number of people aged 80 years and above will double by the year 2037, increasing to a total of 6 million.

There are now more people in the UK aged 60 years and above, than there are under the age of 18 years.

As people age, so does the occurrence of age-related conditions, many of which lead to people requiring help and assistance with daily activities in order to remain at home.

Looking at the figures for dementia alone, for example, there are currently 820,000 people in the UK with the condition and this is expected to rise significantly in the coming years. Worldwide, the number of people living with dementia is expected to treble to 135 million by the year 2050.

Family members are not always available or nearby to support their loved ones and help them to lead an independent life in their own homes. This creates a need for a trusted care solution to be put in place.

This combination of an ageing population plus growing recognition that home based care is often the best and most cost-effective way to look after our senior citizens, means that the demand for home care services for older people is growing at an unprecedented rate.

## A WISE INVESTMENT

Choosing a franchise in a market with a promising and assured economic future is good business sense.

Many clients using our services fund their own care but we are not 'just for the wealthy'.

The introduction of direct payments by the government gives anyone qualifying for funded social care the ability to choose our quality care solution.

Research suggests about three quarters of older people will develop a social care need and the government is faced with growing numbers of elderly people needing support and a shrinking pot of money. It welcomes the prospect of privately owned businesses filling the demand gap for services that were previously provided for publicly. The shortfall also means that more people are paying for support privately.

With our person-centred care, excellent brand reputation and award-winning quality, we are seen as the first and only choice for many.

*Ever since the early nineties<sup>+</sup>, local authorities have been encouraged to provide care at home rather than admit people to residential care facilities.*

*1 in 100 people aged 65-70 have dementia whereas for those over the age of 80, the ratio is 1 in 6.*

*Market Size £*

*Current UK Home Care Market Value is £6bn\*.*

*Two thirds of this is spent on the over 65's<sup>^</sup>.*



\* Laing & Buisson Domiciliary Care UK Market Report 2013  
<sup>^</sup> Personal Social Services: Expenditure and Unit costs England 2011-12 Final Release  
<sup>+</sup> The NHS and Community Care Act 1990

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# FOUNDED ON PERSONAL EXPERIENCE

## OUR STORY

Home Instead Senior Care was founded in the UK in 2005 by husband and wife team, Trevor and Sam Brocklebank.

The inspiration for the business came from Trevor and Sam's personal experience of needing to find a quality care solution for Trevor's grandfather. The lack of choice and quality frustrated them and their family.

They were looking for someone to visit for a few hours a day to provide help with cleaning and cooking and all-important companionship. Realising that such care just wasn't available, the seed of an idea to launch a care business with a difference was planted.

Having identified a gap in the market, the successful entrepreneurs then discovered an exceptional home care franchise model overseas that offered a perfect solution. They were given the opportunity to establish the franchise in the UK and that's exactly what they did.

Today, Trevor and Sam's business provides the highest quality, award-winning care to older people across the UK. There are now over 170 franchise offices in the UK, employing over 8,000 CAREGivers.

Each office is owned and staffed by people who have both genuine and personal reasons for wanting to provide the very best support for older people whose lives can be enriched by love, care and concern.

## BRAND HISTORY

The brand originated in 1994, founded by Paul and Lori Hogan in the United States, after the family had been caring for Paul's grandmother. With their love, care and a little extra help, she was able to stay safely in her own home for many years. This experience inspired Paul and Lori to launch Home Instead Senior Care, to help other families just like theirs.

The company began franchising in 1995 and within three years was recognised by Entrepreneur magazine as one of the 100 fastest growing franchise companies in the US.

In 2003, the Home Instead Senior Care Foundation was created in the US to provide financial assistance to non-profit organisations, specialising in projects and programmes that aim to improve the quality of life for seniors. This innovation further endorses the company's position as the market leader in changing the face of ageing.

*The  
World's Largest  
Home Care Provider  
Network*

The Home Instead Senior Care franchise network is the world's largest home care provider for older people, with 1,000 franchises across 17 countries.

The network employs nearly 65,000 trained CAREGivers who provide millions of hours of care for older people every year.

## TREVOR'S STORY

Since 2006, Trevor Brocklebank has championed issues surrounding care of the elderly.

An overriding theme for Trevor is to celebrate our longer life expectancy rather than see it as a burden on society. Fair access to a dignified, high quality care experience is something he sees as paramount.

We are recognised as leaders and innovators in our field and Trevor regularly has a presence at Westminster where he is actively involved in helping to shape the political agenda around social care.

Trevor is recognised as one of the key individuals in this sector and has been voted as one of the 10 most influential people in social care. He is also treasurer and a non-executive director of the United Kingdom Home Care Association (UKHCA).

Trevor is hugely influential in the franchise industry sitting on the British Franchise Association (bfa) board of directors and holding the position of Committee Chair for Quality Standards for the bfa. He is regularly invited to share his knowledge and experience of franchising at numerous franchise events.

With Sam and Trevor's passion and great business acumen, the husband and wife team have dedicated themselves to making Home Instead Senior Care the most admired care company in the UK through changing the face of ageing.



## THE HOME INSTEAD SENIOR CARE BRING JOY FOUNDATION

Sam Brocklebank is the driving force behind the creation of the Home Instead Senior Care Bring Joy Foundation which launched in 2014. The foundation aims to bring joy and fun back into ageing by funding community projects and events aimed at, or run by seniors across the UK.

Funds are raised by many routes: from individuals holding events and corporate donations from suppliers to the Home Instead network. Local community groups can apply directly to the foundation for funding and may also be encouraged to apply by Franchise owners who have developed strong relationships within their communities.

*The Home Instead Senior Care*

**Bring Joy Foundation®**



*Population ageing presents both challenges and opportunities globally. Our Thought Leadership is represented on the world stage by Paul Hogan who serves as Vice Chairman of the Global Agenda Council on Ageing at the World Economic Forum.*

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# WHAT WE DO

## WE PROVIDE OUTSTANDING SUPPORT FOR OLDER PEOPLE AND THEIR FAMILIES

We help people to remain at home in familiar surroundings, enjoying a stimulating and enhanced quality of life. Specialising in providing non-medical care to older people, our brand is ideally placed to assist our ageing population.



## OUR SERVICES INCLUDE:

### Companionship

A cup of tea, a chat, a card game or simply reminiscing about the past - our conversation and friendship helps people to live fulfilling and enjoyable lives as family and friends cannot always be there.

### Home Help

When the burden of housework becomes too much or illness prevents physical efforts, we can help with light duties such as washing, vacuuming and even walking the dog!

### Personal Care

When people become older, they may struggle with everyday personal care needs. We help with activities such as washing, bathing, grooming and mobility.



## SPECIALISED CARE

As your business grows, so does the range of services you provide. These vary from round the clock, high dependency care to specialist care, facilitating different events in an older person's life.

### Alzheimer's and Dementia Care

Trained CAREGivers who specialise in Alzheimer's and other forms of dementia care.

### Respite Care

When family carers need a break from the daily duties of caring for loved ones.

### Convalescence Care

When someone becomes ill, it may take time to get back to full health. Our additional support can help during their recovery.



### Home from Hospital

Older people often remain in hospital for longer than is necessary due to limited support at home. Our services allow people to come home to a safe environment as soon as they are medically fit.

### Hospice Care

Our CAREGivers provide the reassurance, support and continuity that help people to settle in new surroundings.

### End of Life Care

At a time when a person is most likely to want to be at home with the ones they love, we provide a sensitive and caring service bringing a calming influence, with support for people and their families.



# WHAT MAKES US DIFFERENT?

## CULTURE | PEOPLE | PASSION | EXCELLENCE

Home Instead Senior Care are the pioneers of relationship-led care, putting the client first and building a bespoke service tailored around the needs and wants of the individual client.

- Our CAREGivers are matched to each client based on background, interests, hobbies, and culture.
- A CAREGiver and client introduction takes place prior to commencement of the service to ensure there is never a stranger turning up on the doorstep.
- The duration of care is typically a minimum of one hour and often longer, to allow the CAREGiver time to provide a care service that never feels rushed to the client.
- We maintain continuity of CAREGiver to client, building and nurturing their relationship to develop a strong bond, familiarity and trust.
- Our care is always person focused, not task focused.
- We recruit a specific type of CAREGiver who genuinely has empathy for older people. They go through extensive training and are highly valued.
- We are recognised as the benchmark for quality care by industry professionals and peers in the care sector.
- We have an impressive award-winning success story.

### National Care Awards

LaingBuisson  
Independent Specialist  
Care Awards

### Great British Care Awards

- Dementia Carer
- Home Care Registered Manager
- Care Newcomer
- Home Care Worker
- Dignity in Care

### Regional Care Awards

- Shropshire Partners in Care
- Cardiff Life Awards: Health
- Hertfordshire Care Awards
- Pride of Stratford Awards
- Warrington Team Enterprise Award
  - Essex Works Awards – Putting People First
- Midlands Carer of the Year



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# THE FRANCHISE OPERATION

Our franchise owners share our passion for quality and excellence. Some, like Trevor and Sam, have personal experience of caring for an elderly family member or loved one, but all have an overriding understanding of the need to provide the best support for older people. They also have a desire to build a sustainable, profitable and equitable franchise business.

## RUNNING YOUR HOME INSTEAD FRANCHISE

As a Home Instead Senior Care franchise owner you will operate within a geographical territory covering a minimum of 25,000 people over the age of 65. This has been shown to be the optimum size for a new business in the home care sector operating our model of care.

You do not have to have any care experience to run a Home Instead franchise. You will, however, need strong business acumen, great people skills and ambitions of owning a highly successful, local franchise operation.

A qualified team will assist you to oversee the care operations as well as recruit, train and help with retention of your CAREGivers. A Home Instead Senior Care office is only as good as the CAREGivers it employs as these are the very people who will meet and interact with your clients on a day to day basis.

The recruitment, training and retention of CAREGivers are important aspects of owning a successful franchise and your staff will help you to undertake this important role.

We have developed a bespoke award-winning training programme for providing care to people who have specialist needs such as Alzheimer's or other dementias. The training is accredited by City & Guilds, which is testament to the quality of the programme and the way it is delivered.

We have also developed our own, critically acclaimed, CAREGiver induction programme which ensures our CAREGivers are trained and well placed to deliver quality care to people safely, at home.



## FINANCIAL PROJECTIONS

Our franchise offices in the UK are extremely successful and have enjoyed sustained growth.

An increasing number of our franchise owners report turnover levels in excess of £1,000,000 per annum. Based on the experience of Home Instead Senior Care in other countries, we anticipate that as our brand becomes more established, the potential exists to significantly increase revenues beyond this achievement.

We would expect an established office to achieve a net profit (before franchise owner earnings and finance costs) of c.15-20%.

A market share of less than 1% of the older people in your territory can potentially produce annual revenues of £1,500,000.

Please note that we are unable to guarantee any level of financial achievement, as individual franchisee performance will have a significant influence on the success of the franchise. We will work with you to develop a detailed business model for your targeted franchise area.

## YOUR INVESTMENT

Our franchise fee is £39,500 (ex. VAT) with an ongoing service charge of 6.5% (ex. VAT).

We anticipate that the total investment required is in the region of £90,000 to £110,000 which includes working capital and the franchise fee. We have established relationships with high street banks that will look to fund up to 70% of the total investment required.

HSBC 

LLOYDS BANK 

 NatWest  
Ahead for Business

 RBS  
The Royal Bank of Scotland



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# OUTSTANDING SUPPORT

## GAINING NEW CLIENTS

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To communicate the benefits of our service to the most relevant audience and gain new clients, Home Instead has developed an innovative and inimitable approach.

Our tried and tested methods will help you to generate new business. You will network to build relationships with referral sources across the care sector, such as your local authority and social services teams, and signposting organisations such as age or health condition charities.

The strength of our brand and our quality reputation will create word of mouth recommendations for you. Our growing network of franchise offices mean that you can also benefit from leads created by a neighbouring office's networking and brand building activity.

The whole process is aided by our marketing and business development campaigns, which are specifically designed for Home Instead Senior Care. These set you apart from other home care providers and ensure the brand continues to be recognised as the benchmark in quality care as well as generating revenue from new and existing clients.

## WEBSITE

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Our website [www.homeinstead.co.uk](http://www.homeinstead.co.uk) has proven to be an excellent source of client enquiries and CAREGiver leads, and receives in excess of 15,000 hits every week.

The website is search engine compliant and supported by online marketing activities. You will have access to your own local website through an easy to use Content Management System. This gives you control to add local information, news and details of your services as well as the ability to advertise vacancies. Localised PR and marketing materials drive traffic to your website, as do your social media campaigns.

## PR CAMPAIGN

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**We have an ongoing annual PR campaign to build brand awareness and generate media coverage and visibility.**

Our PR strategy consists of generating publicity that provides maximum return on investment. Local and regional campaigns are also in place to support individual franchise owners and a national campaign promotes the brand as a whole.

## TRAINING AND BUSINESS DEVELOPMENT SUPPORT

When you own a Home Instead Senior Care business, you are in business for yourself, but never by yourself. The quality of care we deliver is matched by the quality of support we provide to our franchise owners.

You will receive a comprehensive programme of training and support presented by our highly experienced National Office team. We believe our franchisee support is one of the best in the UK franchise industry, with a 5:1 ratio of franchise offices to National Office staff.

Our initial training programme, including a week at National Office in Warrington plus extensive support and training in your own territory, will ensure you build strong foundations across the skills, knowledge and processes required to run your own franchise business.

Our 3 and 6 month business reviews at National Office 'health check' your business and goals. These meetings are also an opportunity for us to brief you on the many marketing and business development tools available, which are designed for when your franchise is established and you have a healthy client base.

## FRANCHISEE FEEDBACK

We believe we are doing a great job but we never rest on our laurels. Each year we ask our franchisees to tell us what they think in an independent survey, so we can focus our efforts on providing the very best support.

We study franchisee satisfaction against the following criteria: Training and Support, The Franchise System, Culture and Relationships, Stewardship, Value and Rewards, and General Satisfaction. The information provides us with robust feedback on which we base our planning for future developments.

*"Being in a position to offer a high quality service, not just talk about it."*

*"Flexibility to adjust the model to suit local market conditions, providing the franchisee stays true to the core brand values."*

*"We have a passionate team dedicated to supporting our clients in the community. We receive great feedback from our clients and have good relations with the professional organisations."*



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# DAY TO DAY BUSINESS SUPPORT

As well as providing training and business development support, we provide assistance with the day to day running of your business, helping you to make the right decisions.

## LEGISLATION ADHERENCE

Complying with the relevant legislative bodies is a complex and often time consuming activity.

We interface with all the appropriate bodies centrally, keeping you updated on upcoming changes, freeing up your time and allowing you to focus on running your business.

We will also help you to obtain your licence to provide non-medical personal care to older people in the UK.

Our processes, policies and procedures ensure you are delivering consistent quality care.



## MARKET LEADING SOFTWARE SYSTEMS

We have developed a bespoke software solution to help with streamlining otherwise time consuming and detail-oriented tasks.

The system handles and simplifies administrative, scheduling, invoicing and payroll activities.



## ONGOING COMMITMENT TO YOUR SUCCESS

Our Business Performance team will be your first point of contact, taking responsibility for your ongoing franchise support.

Their role is to help keep you aware, informed and on track with your projections. They will coach, guide and advise you along the way.



## How We Help You To Run Your Operation Successfully

- ▶ Franchisee visit programme to reinforce best practice techniques and methods.
- ▶ Contact with other franchise owners to share experience and insight.
- ▶ Bespoke benchmarking information system to help you maximise your financial performance.
- ▶ Online documentation access for your operational, marketing and administrative activities.
- ▶ Performance groups to channel ideas and learn new techniques.
- ▶ Annual conference and regional meetings with motivational and practical business development content.
- ▶ Regular communications to share key aspects of our brand's growth and development.

# PROMOTING YOUR BUSINESS

As part of the Home Instead Senior Care team you will receive ongoing help to promote your business to a wide audience.

## NATIONAL PROGRAMMES AND PARTNERS

We have a national Strategy and Programmes team whose objective is to generate opportunities for our franchise owners by partnering with employers and organisations relevant to our market.

These partnerships can generate networking, commercial and publicity benefits and assist you at a local level to generate revenues and grow your business.

We collaborate on campaigns to raise awareness of issues surrounding older care in the public domain and to jointly target national press and media coverage.

### Partnerships

- ▶ Lead referral programmes
- ▶ National partnerships with leading organisations
- ▶ Group supplier purchase schemes
- ▶ Staff benefits
- ▶ Management advice

## MANAGEMENT ADVISORS

We have developed special relationships and arrangements with a number of different advisory specialists including accounting, leadership and management and HR practices, all of which have been working with our franchise network for many years.

This experience gives them an in-depth understanding of the journey a Home Instead Senior Care franchise owner takes and enables them to offer highly relevant professional advice.



## GROUP PURCHASING ARRANGEMENTS

An advantage of being part of an established and growing franchise network is the ability to benefit from the scale of our purchasing power.

We negotiate favourable contracts on behalf of the entire network. These give you access to preferential rates for both products and services that you will use on a regular basis, including printing and promotional items, office supplies, care supplies and training materials.



## MARKETING MATERIAL

A full range of marketing materials are available to help promote your business in a professional manner.

These include customisable brochures, advertisements and templates. They are designed to reflect our culture, quality and market leading position. They are available through a preferred supply arrangement with a specialist printing organisation that has strong links to the franchise industry.

They have developed a bespoke and easy to use web-to-print service, which facilitates the personalisation of marketing materials for each individual office.



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# WHO WE LOOK FOR

## IS IT YOU?

We are looking for the right people to help us achieve our mission to become the UK's most admired care company through changing the face of ageing. Our franchise owners want to run a successful business but also want to make a difference in their local community at the same time.

This is a people business, so you need to possess excellent people skills as well as business acumen, balanced with a real desire to help the elderly remain in their own homes for as long as possible. It is also hard work! You will need a strong work ethic and a positive outlook on life.

Our most successful franchisees are ambitious and competitive but also passionate about delivering a quality service. If this sounds like you then please get in touch and speak to one of our team.

Rather than any specific background we are looking for individuals and couples who are:

- ▶ Prepared to work hard
- ▶ Able to prove their business acumen or have experience in management
- ▶ Compassionate and personable with excellent people skills
- ▶ Ambitious and who want to grow a very successful business
- ▶ Committed to making a real difference in their community

If you were to need any further encouragement to consider a Home Instead Senior Care franchise as your next move, then remember, as part of our network, you will benefit from:

- A proven management franchise model with an established and recognised brand name
- The confidence of being part of the world's largest home care provider for older people
- The opportunity to make a real difference to the lives of older people
- Outstanding support and training from our experienced UK National Office team
- Working alongside like-minded people
- Own a business with the most admired reputation, operating in a high growth, recession resilient, sector
- The opportunity to build your own highly successful, rewarding and profitable business.

Home Instead  
SENIOR CARE®

*To us, it's personal.*

Thank you  
for your interest  
in Home Instead  
Senior Care.



## THE NEXT STEP IS YOURS

If you are interested in joining more than 1,000 people who already own and operate their own Home Instead Senior Care business and you share our vision for providing the highest standards of care, please call us on **01925 732460** or email [franchiseinfo@homeinstead.co.uk](mailto:franchiseinfo@homeinstead.co.uk).

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more information  
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